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ANTONELLI BROTHERS

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*Begonia
Gardens*



Santa Cruz, California

1953

BEGONIA GARDENS

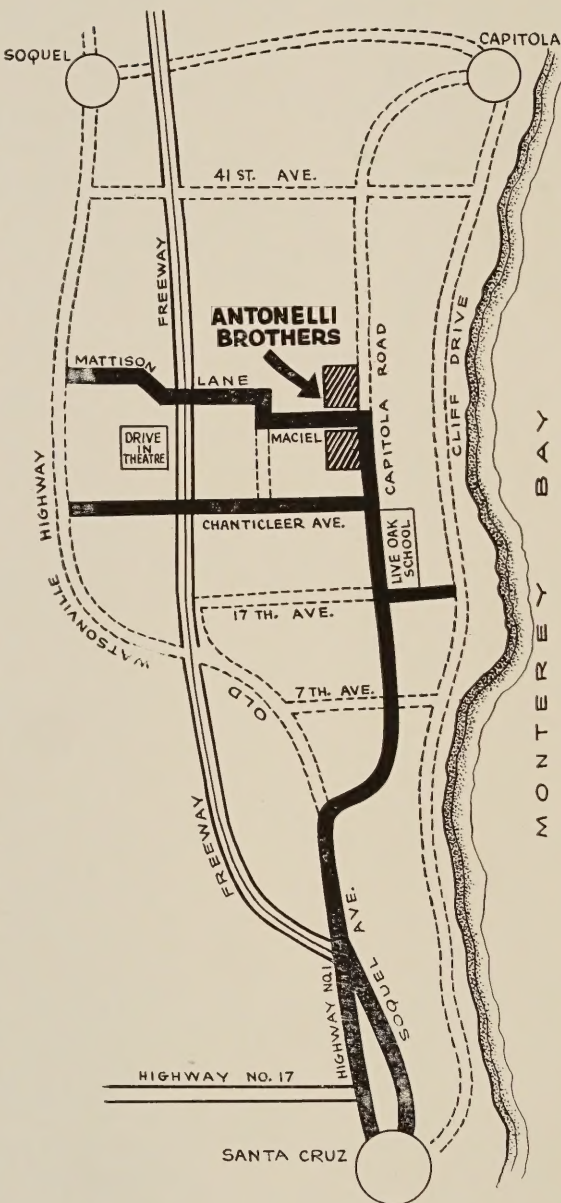
COMING FROM SANTA CRUZ TURN
TO RIGHT ON FIRST SIDE ROAD
PAST CITY LIMITS

COMING FROM WATSONVILLE TURN
LEFT ON MATTISON LANE OR
CHANTICLEER AVENUE AS SHOWN
ON MAP

Nursery located 3 Miles East of Santa
Cruz, 1 Block East of Live Oak School
on Capitola Road. Mailing Address:

2545 CAPITOLA ROAD
SANTA CRUZ, CALIFORNIA
TELEPHONE 5243

Visit our gardens and see the
thousands of blooming plants that
make a breath-taking sight. Our
PRIMROSES are at their best in March
and our DELPHINIUMS bloom through-
out the Spring and Summer. See our
famous TUBEROUS BEGONIA plants
in our greenhouses and our countless
seedling Begonia blossoms in all colors
and types under the lathhouses that
gives you a feeling of being in Fairy-
land. This takes place during the
wonderful months of July throughout
October. You will also enjoy seeing
our many new varieties of GLOXINIAS.
See our FUCHSIA LAND with its many
different varieties of plants also our
CAMELLIAS, AZALEAS and RHODO-
DENDRONS—a beautiful sight to see.



Antonelli Brothers

2545 CAPITOLA ROAD

TELEPHONE 5243

SANTA CRUZ, CALIFORNIA

CULTURE OF TUBEROUS ROOTED BEGONIAS

Tuberous Begonias are produced from seed and from tubers. They may be purchased in either of these forms or they may be secured as plants produced from seeds, tubers, or cuttings. Tuberous Begonias are a very satisfying plant to grow and with reasonable care will thrive in most climates.

The size of the tuber does not indicate the size or quality of the flower, however, the large tuber starts easier and will form larger plants. The natural dormant period of the tuber is the winter season and in the spring the tuber will form sprouts.

SPROUTING

It is of utmost importance that a sprout appear before the tuber is planted.

You may move your tubers to a warm dark place to induce earlier sprouting. Placing tubers on damp soil or peat moss is not advisable as they will sprout without any dampness with less danger of loss.

STARTING

The sprouted tubers should be placed in shallow containers (nursery flats are ideal) of a mixture of leaf mold and sand or of finely divided reed peat. Cover tubers completely leaving only the tips of the sprouts showing as the roots develop from the top and sides of tubers. After planting the flats, the tubers should be well watered and should not be watered again until they show dryness. It is important to retain the tuber in the flat until the roots are well developed. The plants may attain four or five inches of growth before they are removed. A good root system will insure a finer plant.

POTTING

For the soil content of the pot, we use seven parts of rotted leaf mold

mixed with one part of barnyard manure and three parts of sandy loam. These proportions may vary depending on the difference in soils. In planting the tuber or the seedling in a pot, a piece of crockery is placed over the opening to allow proper drainage. The pot is filled one third full with the potting mixture and two table-spoons of good organic fertilizer, (preferably full bloom), are sprinkled over this. The fertilizer is then covered with potting mixture and the plant is placed so the roots are about one inch above the fertilizer. In choosing the pot it is well to allow room for the growth of the plant. A large tuber requires an eight or nine inch pot.

After potting, the plant is lightly watered and is not watered again until the soil shows dryness. Too much watering may cause the soil to sour and a consequent loss of the tuber.

As the plant develops, the watering will become more frequent. A repeated simple rule is to "water only when the soil shows dryness." For a longer blooming season with better flowers, the application of fish emulsion should be used several times, at two week intervals.

The flowers will continue to bloom from June through October. As the plant starts to die in November, the water should gradually be taken away. When the plants are quite yellow and falling apart, the tuber should be dug, washed and put in the sun to dry. The stem should be removed, but not until it has dried sufficiently to pull out easily, as the tuber may be injured. When the tuber is thoroughly dry, it may be stored in a cool, dry place for the winter. In years of early rainfall, there is danger of losing your tubers by rotting. In this case, dig and place the plants in trays until they are sufficiently cured and a slight pull will remove the stem from the tuber.

TUBEROUS BEGONIA GROWING HINTS

SEEDS

Seed may be sown from December until March but the best results are obtained from those sown in February. Seed are sown in well-drained flats containing an inch and a half of well decayed leaf mold. The seeds are watered with a light spray, covered with glass, and darkened with paper until germination. In a temperature of 60 to 70 degrees germination will take eight to ten days. As soon as the seed shows small white specks, the paper should be removed. Two or three days later small plants will show. The glass should be removed and the plants kept moist.

To avoid the growth of weed and fungus it is advisable to sterilize the soil with steam or soil fumigants before planting and to water with sterilized water until the third leaf shows on the small plants. The plants may then be watered with fresh water for fifteen to twenty days before transplanting.

TRANSPLANTING

A good mixture for transplanting contains two parts of well decayed leaf mold to one part of top soil with a light application of well decayed manure. At first the seedlings are planted one inch apart and when they become crowded they are transplanted again. In five to six weeks they will be ready for potting or planting in the garden.

In GARDEN PLANTING, one should not "over do" the soil preparation. Such practices as digging trenches and filling them with loose leaf mold, should be avoided. The most desirable soil is fairly loose but yet has sufficient body and nutrients to allow the plant to develop. A sandy soil requires the application of humus, whereas heavy soils require sand and leaf mold.

Begonias can not stand direct sunlight during the day (in most areas), therefore, it is well to choose planting sites that afford the early morning sunlight or the late evening sunlight. The more sunlight the plant can receive without burning, the more flowers may be obtained and the larger the blooms. The begonias should be planted in order that the point of the leaves face the observer. This is known as facing the plant and it is important if one is to see the bloom well.

After planting, the begonias require a minimum of watering during the early stages of growth.

PINCHING

To attain large flowers on the standard or upright type, all shoots should be removed except one. This is accomplished by breaking off, at any time, the growth that develops from the tuber. If you desire to make cuttings, allow the growth to develop two to three inches high on the extra shoots then cut off at the tuber, with a sharp knife, and then by planting in sand they will form their own tuber in the fall.

On the hanging basket variety, started from tubers, all the sprouts should be kept and the crown pinched from the first main sprout when they attain four or five inches of growth. This induces the development of the lateral growth and the growth of new sprouts. Lateral sprouts should not be pinched, they may be pinched before potting or soon after potting. Do not pinch the plants of the seedling hanging basket type the first year as this does not allow time for flower production and does not allow the tuber to develop properly.

For a full basket of seedlings, it is best to put from two to four plants in each basket depending on the size of the container.

TUBEROUS BEGONIA GROWING HINTS—CONTINUED

DROPPING OF BUDS

Begonias although hardy and easy to grow under favorable conditions are affected by overwatering, too dense shade and lack of air and as a result will not bloom properly. Tuberous begonias require fresh air circulation and will drop their buds and flowers in a very few days if kept indoors. If the center buds fall before they open, it is usually a sign that the soil is kept too wet. Care should be taken to avoid overwatering. In the cooler coastal areas the use of peat moss should be avoided or used sparingly. If your plants become tall and spindling with large leaves and few flowers, there is insufficient light, this may be remedied by removal to a less shaded location.

BEGONIA MILDEW

For the past two years there has been a mildew problem particularly on the Coastal area of the Pacific Coast on Begonias of all types.

According to the best information we have been able to obtain, mildew occurring on Tuberous Begonias and which appears as a grayish powder

on the leaves is known as Powdery Mildew.

On Rex Begonias and Begonias other than tuberous there is another type of mildew not showing the powdery deposit on the foliage but being more on the damp off type.

As mildew is not transmitted to the tuber, we suggest that anyone having mildew on their begonias should clean up their garden area by a thorough dusting of sulphur and by following the control shown here, thereby freeing them of this problem for the coming year.

It is also advisable to give an occasional dusting or spraying as a precaution to gardens that have not shown mildew at any time.

MILDEW CONTROL

Dust the tubers with sulphur before planting. When the tubers attain their leaves—dust with sulphur every ten days thereafter until buds appear.

It is advisable when buds appear to spray with Orthorix weekly until the blooms are opened, then only an occasional spraying with Orthorix, this should keep your begonia plants clean from mildew.

FLOTOX



GARDEN SULPHUR

| | | | |
|--------|---|---|-----------------|
| 26 oz. | - | - | .75 Postpaid |
| 5 lb. | - | - | \$1.80 Postpaid |

ORTHORIX



SPRAY

| | | | |
|--------|---|---|-----------------|
| 16 oz. | - | - | \$1.15 Postpaid |
| 32 oz. | - | - | \$1.85 Postpaid |

It is advisable to purchase these materials from your local Nursery if possible, avoiding the high cost of postage.



DOUBLE CAMELLIA TYPE

These are the largest and most popular of the Tuberous Begonia Types, resembling huge roses and camellias.

COLORS: White, Pink, Rose, Crimson Rose, Salmon Rose, Scarlet, Dark Red, Yellow, Apricot, Orange, Apricot Salmon, Orange Salmon, Flesh Salmon, Pink Salmon, Red Salmon, Flame Orange.

| Price | each | doz. | 100 |
|--------|------|--------|---------|
| Large | .40 | \$4.00 | \$30.00 |
| Medium | .30 | 3.00 | 23.50 |
| Small | .25 | 2.50 | 20.00 |

Delivery: January - March

SEED

\$2.00 per packet \$1.00 per half packet

Delivery: December - January



RUFFLED CAMELLIA TYPE

The large flowers of the Camellia Ruffled Type resembles the Camellia and Fimbriata Types from which they have been derived. Because of their size, colors, and resemblance to other flowers they have become one of the popular types of Tuberous Begonias.

COLORS: White, Blush, Pink, Rose, Crimson Rose, Red Salmon, Dark Red, Yellow, Apricot and Salmon.

| Price | each | doz. | 100 |
|--------|------|--------|---------|
| Large | .40 | \$4.00 | \$30.00 |
| Medium | .30 | 3.00 | 23.50 |
| Small | .25 | 2.50 | 20.00 |

Delivery: January - March

SEED

\$2.00 per packet \$1.00 per half packet

Delivery: December - January



FIMBRIATA TYPE

The flowers of this type resemble large carnations and for this reason they are known as the Carnation Type. They make very compact plants.

COLORS: White, Blush, Pink, Rose, Crimson Rose, Red Salmon, Dark Red, Yellow, Apricot, Orange, Salmon.

| Price | each | doz. | 100 |
|--------|------|--------|---------|
| Large | .40 | \$4.00 | \$30.00 |
| Medium | .30 | 3.00 | 23.50 |
| Small | .25 | 2.50 | 20.00 |

Delivery: January - March

SEED

\$2.00 per packet \$1.00 per half packet

Delivery: December - January



PICOTEE TYPE

The Picotee Type is characterized by its contrasting colors. Resembling large camellias or roses, this interesting type is becoming increasingly popular every year due to the wide variety of new shades being developed. Generally these flowers are either daintily edged or heavily bordered with a contrasting color but they may also be strikingly mottled or spotted.

Originally developed from the old Marmarota, the Picotee has been vastly improved during the past fifteen years. It has so far surpassed the Marmarota in size, form and beauty that we are no longer growing that variety.

COLORS: Pink, Rose, Apricot, Salmon, Red.

| Price | each | doz. | 100 |
|---------------|------|--------|---------|
| Large | .40 | \$4.00 | \$30.00 |
| Medium | .30 | 3.00 | 23.50 |
| Small | .25 | 2.50 | 20.00 |

Delivery: January - March

SEED

\$2.00 per packet \$1.00 per half packet

Delivery: December - January



HANGING BASKET TYPE

One of the most beautiful of all flowering plants is the hanging basket variety. A well grown plant from a good quality tuber will produce hundreds of blossoms throughout the flowering season. They can be grown in any place sheltered from direct sun and strong wind.

| Price | each | doz. | 100 |
|--------|------|--------|---------|
| Large | .40 | \$4.00 | \$30.00 |
| Medium | .30 | 3.00 | 23.50 |
| Small | .25 | 2.50 | 20.00 |

Delivery: January - March

SEED

COLORS: White, Pink, Rose, Scarlet, Yellow, Apricot, Salmon, Orange.

\$2.00 per packet \$1.00 per half packet

Delivery: December - January

TUBEROUS BEGONIAS

SINGLE CRESTED TYPE

Large single flowers with crest on petals, an attractive bedding or pot plant.
COLORS: In Mixture Only.

SINGLE FRILLED TYPE

Large single flowers fully frilled and very effective as a bedding plant.
COLORS: In Mixture Only.

MULTIFLORA TYPE

Compact plants with small flowers in shades of yellow through red.
Excellent bedding plants or pot plants.

COLORS: HELEN HARMES—Yellow, MADM. RICHARD GALLE—Salmon, FLAMBOYANT—Vermillion, FIRE FLAME—Red Single, AMI JEAN BARD—Apricot, MAJOR MAX—Double Red.

HOLLYHOCK TYPE

The plant resembles small hollyhocks. Flowers are small and pink. Give variety to flower beds. Two to four feet tall.

| Price | each | doz. | 100 |
|--------|------|--------|---------|
| Large | .40 | \$4.00 | \$30.00 |
| Medium | .30 | 3.00 | 23.50 |
| Small | .25 | 2.50 | 20.00 |

Delivery: January - March

REX BEGONIAS

The Rex Begonia with their exotic leaf colorings ranging in shades from silver to almost black, are deserving being called "King of Begonias."

They are easy to grow and do well in the darker locations of your shade garden or conservatory. Soil and feeding requirements the same as the Tuberous Variety.

ASSORTED COLORS—Seedling Plants—READY MAY - JUNE

— P R I C E S —

| | | | | |
|---------------|---|---|---|-----------------|
| 6 for \$3.50 | - | - | - | Postpaid |
| 12 for \$6.50 | - | - | - | Postpaid |
| 12 for \$5.25 | - | - | - | Express Collect |

CHOICE SELECT TUBERS

AVAILABLE IN THE FOLLOWING TYPES AND COLORS

For those who want the best in Begonias, we are offering our choice seedling tubers. These are carefully selected and marked during the blooming season.

These selected tubers come in all types except the single variety. We do not separate the Rose Type from the Camellia Type, thus an order for Camellia Type will have a good percentage of Rose Type.

DOUBLE CAMELLIA TYPE

— C O L O R S —

White - Pink - Rose - Crimson Rose
Salmon Rose - Scarlet - Apricot Salmon
Dark Red - Apricot - Orange - Yellow
Orange Salmon - Flesh Salmon
Pink Salmon - Red Salmon
Flame Orange.

PICOTEE TYPE

— C O L O R S —

Pink - Rose - Apricot - Salmon - Red

RUFFLED CAMELLIA TYPE

— C O L O R S —

White - Blush - Pink - Rose - Yellow
Crimson Rose - Red Salmon - Dark Red
Apricot and Salmon.

FIMBRIATA TYPE

— C O L O R S —

White - Blush - Pink - Rose - Yellow
Crimson Rose - Red Salmon - Dark Red
Apricot - Orange - Salmon.

HANGING BASKET TYPE

— C O L O R S —

White - Pink - Rose - Scarlet - Yellow
Apricot - Salmon - Orange.

| Price | each | doz. | 100 |
|---------------|------|--------|---------|
| LARGE | .70 | \$7.00 | \$56.00 |
| MEDIUM | .55 | 5.50 | 44.00 |
| SMALL | .45 | 4.50 | 35.00 |

SLIPPER GLOXINIA SEEDLING PLANTS

The interesting Slipper Gloxinia is becoming increasingly popular—Very easy to grow, requiring the same culture as their large flowered cousins.

The small nodding flowers are very pleasing and a worthy addition to your Gesneria collection.

— C O L O R S —

PINK, BLUE and VAR. BRAZILIAN (Colorful foliage)

STRONG SEEDLING PLANTS

Dozen—Postpaid

| | | | | | | |
|--------|---|---|---|---|---|--------------------|
| \$3.00 | - | - | - | - | - | In California |
| \$3.25 | - | - | - | - | - | Outside California |
| \$2.25 | - | - | - | - | - | Express Collect |

NAMED VARIETIES

TUBEROUS BEGONIAS

DARLENE

(Hanging Basket Pink)

Carnation Type, flowers from 3½ to 4" in diameter. Color light Pink with White center. Darlene is a most prolific bloomer.

Medium to Large Tubers - - - - - - - Each \$3.00

JEANIE

(Hanging Basket Pink Salmon)

Ruffled Camellia type, flowers 4 to 5" in diameter, Pink Salmon color.

Medium to Large Tubers - - - - - - - Each \$3.00

CHERYL

(Hanging Basket White)

Pure White — Gardenia

Medium to Large Tubers - - - - - - - Each \$5.00

LEZA

(Hanging Basket Blush)

Apple Blossom — Camellia Type

Medium to Large Tubers - - - - - - - Each \$5.00

LOU ANNE

(Hanging Basket Pink)

Small Tubers Only - - - - - - - Each \$5.00

BASKET RED NO. 15

(Hanging Basket Red)

Small Tubers Only - - - - - - - Each \$5.00

Orders will be filled as per date order is received.

No substitutions—Money will be refunded on any order not filled.

NOTE:— Prices will be lowered from year to year whenever availability permits. Customers ordering tubers that are lower in prices at time of shipping will be refunded at that time. If refund is .50 cents we will include a tuber worth .50 cents or more, unless instructed not to do so.

GLADIOLI

Abu Hassan—Blue Violet
Bit of Heaven—Coppery Orange
Daisy May—Orange Pink, Salmon Blotch
Dieppi—Light Red
Elizabeth the Queen—Large Lavender
Ethel Cave Cole—Extra Large Pink
June Bells—Fine White, strong slender stems
Lavender Dream—Lavender
Lavender Prince—Lavender Pink
Leading Lady—Cream
Margaret Fulton—Deep Salmon

Miss Wisconsin—Rose
Oregon Gold—Ruffled Light Yellow
Pandora—Geranium Pink, Red Blotch
Phantom Beauty—Light Pink
Picardy—Salmon
Spotlight—Commercial Yellow
Spic and Span—Ruffled Rose Pink
Valeria—Commercial Red

NO. 1 FIRST GRADE

| doz. | 25 | 50 | 100 |
|------|--------|--------|--------|
| .85 | \$1.50 | \$2.75 | \$5.00 |

KING ALFRED DAFFODIL

| | | |
|--------------|-------------|-----------------|
| Large | \$1.50 doz. | \$10.00 hundred |
| Medium | 1.25 doz. | 8.00 hundred |

READY IN AUGUST

CALLA LILY

The Calla Lily will grow in all types of soil: however, a well-drained sandy loam is preferred. Heavy soils may be improved by applying leaf mold or sandy loam.

Summer blooming Calla lillies should be planted as early as one's locality will permit in the spring. Winter flowering Callas may be planted in the fall or early spring in severe climates.

The bulbs may remain in the ground for three years. They should then be dug and separated. In areas of severe winters it is well to cover the ground thoroughly with a good mulch or dig them each season when the plant has become dormant.

WINTER AND SPRING FLOWERING

CALLA LILLIES

Large White Calla — (Aethiopica)
 Small White Calla — (Godfrey)

Black Calla — (Arum Pictum)
 August and September

SUMMER FLOWERING

Yellow Calla — (Elliottiana)
 Spotted Leaf
 Pink Calla — (Rehmanni)
 Summer White Calla — (Maculata)
 Spotted Leaf

READY IN NOVEMBER - MARCH

| | each | doz. | 100 |
|--------|------|--------|---------|
| Large | .35 | \$3.50 | \$26.00 |
| Medium | .25 | 2.50 | 20.00 |



TUBEROUS ROOTED BEGONIA SEEDLING PLANTS

All colors and types shown on pages 6, 7, 8, 9, 10 and 11. These seedlings (strong twice transplanted plants) are ready to be planted in a permanent place in the Garden or potted in seven inch pots.

Seedlings, planted in May, bloom from July through October and form their own tubers by Fall.

Ready May 1 to June 15

DUE TO COST OF EXPRESS SHIPMENTS WE OFFER THE FOLLOWING PARCEL POST PREPAID PRICES:

California prepaid prices: (no packing charges)

| Per Doz. | Per 25 | Per 100 |
|---------------|---------------|----------------|
| \$3.00 | \$5.25 | \$19.50 |

Outside California prepaid prices:

| Per Doz. | Per 25 | Per 100 |
|---------------|---------------|----------------|
| \$3.25 | \$5.50 | \$20.50 |

| F.O.B. Santa Cruz | Per Doz. | Per 100 |
|-------------------|---------------|----------------|
| | \$2.25 | \$15.50 |



GLOXINIAS

NEW VARIETIES

This year we are introducing five more new varieties which have been developed through our many years of hybridizing. Designated as ANTONELLI HYBRID GLOXINIAS, the new colors range from the delicate pink edge to a deep burgundy.

ANTONELLI HYBRIDS—COLORS

BURGUNDY, Large flowers of an entirely new shade.

BLUE, Beautiful shades from light lavender to blue.

SCARLET, A compact plant producing many brilliant flowers.

SALMON ROSE, In a variety of shades.

PINK EDGE, White edged with pink.

GLOXINIA SEEDLINGS

READY FROM APRIL UNTIL JUNE

Doz. \$2.00 100 \$15.00

Seed: Packets \$2.00

GLOXINIA COLORS

MOUNT BLANC - - - White
BLANCHE DE MERU - Rose, White Throat.

EMPEROR FREDERICK - Scarlet, White Border.

EMPEROR WILLIAM - - Violet, White Border.

ETOILE DE FEU - - - Scarlet

PRINCE ALBERT - Purple, Frilled Edge

PRINCESS ELIZABETH - Soft Violet, White Throat.

ROI DES ROUGES - Dark Crimson, Frilled Edge.

VIOLACEA - - - Soft Violet

TIGRINIA SPOTTED - Pink, Rose, Scarlet, Lavender.

GLOXINIA TUBERS

READY IN JANUARY

| Price | each | doz. | 100 |
|--------------|------|--------|---------|
| Large Tubers | .50 | \$5.00 | \$38.00 |
| Med. Tubers | .40 | 4.00 | 30.00 |

GLOXINIAS

Gloxinia is a member of the family Gesneriaceae comprising of African Violets, Achimenes, Streptocarpus, Naegelia, Episcia etc. It has the largest and most spectacular flowers of this group and one of the easiest of culture.

The important requirements are light warmth, a good pot mix and to be kept free of insects. With just a little care your Gloxinias will reward you with beauty for many months of the year.

CULTURE

SEED

Gloxinia seed may be started by the same requirements and soil mixture used for Tuberous Begonia or African Violets. Either method is satisfactory. Care should be taken not to keep your soil too wet and that foliage is dry during the night.

When plants attain this second set of leaves prick off into flats or pots 2 inches apart. When they start to crowd each other it is time to pot individually. A good method is to start in a 4 inch pot and transfer into a 6 inch pot in 5 or 6 weeks.

Allow room between plants to keep short and bushy, feed with fish emulsion if possible (or your African Violet fertilizer) every 2 or 3 weeks.

(We have attained the finest results by using Full Bloom Fertilizer in potting and Hurry-Up Fish Emulsion for supplement feeding.)

Seedling Plants will bloom in 5 to 6 months and will flower continuously for 3 months. After the completion of the flowering period you may cut off the plant just above the soil level and it will sprout again. You then treat it as a tuber.

TUBERS

Gloxinia tubers may be started as soon as you receive them.

To encourage root growth and to avoid overwatering, start tubers the same as Tuberous Begonias in flats or in small 4 or 5 inch pots.

Tubers generally give several sprouts. To achieve a well formed plant with the largest flowers it is important to remove all but the main shoot by breaking or cutting off at the tuber.

These shoots may then be started in sand or your regular rooting media. After rooting, treat the same as seedlings.

These cuttings will give a nice plant the first year that will blossom along with your tubers. This is a much more satisfactory method for increasing your Gloxinia collection than the slow discouraging leaf method.

POTTING

Our pot mix consists of 2/3 well decayed leaf mold 1/6 loam and 1/6 steer manure. African Violet mix is satisfactory.

Large tubers need a 7 or 8 inch pot medium tubers 6 or 7 inch pot, using the same procedure as directions given for Tuberous Begonias.

PESTS

The most common pests are thrip and aphids, controlled easily by several insecticides made for that purpose.

BUD BLAST

This is usually caused by attack of thrip. Other causes are over feeding with a chemical fertilizer during the blooming period and wetting the buds during very warm days with cold water.

Remedy is simply correcting the cause—Keep plants clean, feed with organic fertilizer and care in keeping flower stems dry during very hot days.

FUCHSIAS

- AMY IGE—**
Small Red and White
- ANDRE DEL NORTE—**
Large Red
- AVE MARIA—**
Double White, Bushy
- BLUE DANCING DOLL—**
Double Small Purple, Red sepals
- BO-PEEP—**
Semi Double, Orchid Blue, Blush sepals
- BRAZIER—**
Semi Double, Carmine
- CALIFORNIA—**
Orange, Pink sepals
- CATALINA—**
White, Carmen sepals
- * CHANG—**
Single Orange
- CIGARETTE—**
Pink, tipped gray, novelty
- * COLLINGWOOD—**
Double White, Pink sepals
- DAINTY LADY—**
Veined double white, Carmine, Red sepals
- * DISPLAY—**
Single, Light Red. Pink sepals
- ELSA—**
Rosy Purple. White sepals
- ERECTA—**
Single Blue. Pink and White. novelty
- FASCINATION—**
Double Rose Pink
- FIREFLUSH—**
Single Orange. Red sepals
- FLIRTATION—**
Double Orchid Rose, Pink sepals
- FROSTY—**
Single White, Crimson sepals
- GAY SENORITA—**
Lilac Rose, Rose Red sepals
- GULLIVAR—**
Single Rose, White sepals
- * GYPSY QUEEN—**
Rose Mauve, Red sepals
- HAPHAZARD—**
Double Dark Purple, Scarlet sepals
- HAUTE MONDE—**
Sgl. Rose, Creamy Wh. tipped rose sepals
- HOLLYDALE—**
Double Pink, Dark Pink sepals
- HONEYMOON—**
Double Rose, Red sepals
- LAURA—**
Single Fuchsia Pink, Rose sepals
- LENA—**
Double Rosy Blue, Light Pink sepals
- * LORD BYRON—**
Semi Double Dark Purple, Scarlet sepals
- LUCKY STRIKE—**
Double Blue and Rose, Light Pink sepals
- MOLESWORTH—**
Double White, Scarlet sepals
- PASADENA—**
Double White. Rose sepals
- * PATTY EVANS—**
Blush White, White Pink sepals
- * PINK PEARL—**
Double Clear Pink. Pink sepals
- POWDER BLUE—**
Single Pale Blue. Rose sepals
- RADIANCE—**
Semi Dbl. Rose Crimson, Crimson sepals
- * ROYAL PURPLE—**
Double Purple, Scarlet sepals
- * REITER'S GIANT—**
Double Purple, Red sepals
- * RUBEO—**
Double Red, Carmine sepals
- * SANTA CRUZ—**
Double Red, Red sepals
- SEVENTEEN—**
Double, Light Pink
- SUN RAY—**
Rose Purple. Pink sepals. Varigated leaves
- * SUNSET—**
Single Pink, Pale Pink sepals
- SWANLEY YELLOW—**
Single Lemon Orange, Apricot sepals
- TITANIC—**
Double Rose Purple, Carmine sepals
- * TREASURE—**
Double Orchid, Rose sepals
- UNCLE CHARLIE—**
Semi Double, Blue
- * UNCLE JULES—**
Double Purple, Crimson sepals
- * WHITE MOST—**
Semi Double White, Blush sepals
- WHITE PEARL—**
Semi Double White, Pink sepals
- * WINSTON CHURCHILL—**
Double Blue, Pink sepals
- WISTERIA—**
Single Pale Purple. White Pink sepals
- * WOOD VIOLET—**
Double Blue Violet, Crimson sepals

* Heat Resistant

TRAILING FUCHSIAS

- * **ANNA—**
Large Red Double
- * **AUTUMNALE—**
Single Purple, Red sepals, Bronze yellow leaves
- BOUFFANT—**
Single White, Rose Pink sepals
- CARLA—**
Single Red, Carmine sepals
- * **CASCADE—**
Single Rose Pink, Rose Red sepals
- CLARET CUP—**
Single Scarlet red, Blush sepals
- * **FALLING STAR—**
Single Red, Scarlet sepals
- * **GALLI CURCI—**
Single Pink, Pink sepals
- HALLOWEEN—**
Single Deep Rose, Blush sepals
- INCA MAIDEN—**
Semi Double Violet Pink, Pink sepals
- * **JACK SHANNON—**
Single Rose, Rose sepals
- * **MANTILLA—**
Single Carmine
- * **MARINKA—**
Single All Red

- MEI LING—**
Semi Double, Pale Lilac Blue, Pink sepals
- MERLE HODGES—**
Double Powder Blue, Rose Red sepals
- * **MOLESWORTH—**
Double White, Scarlet sepals
- * **MOTH BLUE—**
Double Lavender Blue, Red sepals
- MURIEL—**
Semi Double Lilac Rose, Scarlet sepals
- PINK BALLOON—**
Double White, Pink sepals
- PUDGET SOUND—**
Double White and Pink, Light Red sepals
- * **RED SPIDER—**
Single Rose Red, Dark Crimson sepals
- * **SAN FRANCISCO—**
Single Orange Red, Carmine sepals
- SAN MATEO—**
Huge Double Violet, Pink sepals
- SAN PABLO—**
Double Pink Lilac, Rose Pink sepals
- * **SWINGTIME—**
Double White, Red sepals
- * **THE DOCTOR—**
Single, Salmon Pink

* Heat Resistant

— FUCHSIA PRICES —

50 Cents Each Postpaid — 35 Cents Each F.O.B. Santa Cruz
Ready April 15

FUCHSIA CULTURE

Fuchsias are a shade loving plant. They are easy to grow and respond readily to a little care, even a small plant will bloom profusely in six months. They take morning sun but will not do well in full sun except directly on the coast.

SOIL

For pots or baskets, an ideal soil mixture is as follows: Two parts Oak Leaf Mold, one part soil and one part steer manure. Tuberous Begonia pot Mixture may also be used with excellent results.

WATER

The soil should be kept moist at all times but not soggy wet. Too harsh a water pressure directly on the foliage sometimes causes yellow leaves—the

reason for this is the leaf stem cracks slightly encouraging a new leaf to start and push the old one off.

FERTILIZING

For pots and baskets, we use Full Bloom fertilizer in the bottom third of the potting mixture. Hurry-up fish emulsion is fed regularly every two weeks throughout the growing season. These two fertilizers are used exclusively in our nursery for all our fertilizing schedule. We highly recommend them for use on all plants.

PESTS

Pest control is easy for fuchsias. Use a spray with an oil base as buds begin to appear and use it regularly. This will control aphids, white fly, mealy-bug, thrip and red spider.

DWARF GERANIUMS

2½" POTS

| | |
|---|------|
| BLACK VESUVIUS —Rare variety with very small dark purple green leaves. Seldom exceeds 6" in height. Large scarlet flower, blooms freely. | 1.00 |
| LITTLE DARLING —Small light green leaves. Tiny deep pink flower. | .50 |
| MADAME FORNIER —Not as dwarf as Black Vesuvius, but similar coloration in leaves and flowers. Easier to grow, and recommended for border and rock use. | .50 |
| PIGMY —Smallest of all geraniums, light green foliage, double red flowers. | .75 |
| PIXIE —Newest and rarest of dwarf geraniums. Will remain only a few inches tall for years. Smaller bush than Madame Fournier. Fair sized flowers of light salmon. | .75 |
| PRIDE —Slightly larger leaves than Black Vesuvius, but has largest umbels of flowers of all the dwarfs. The large clusters of large deep salmon flowers really dwarf the plant. | .75 |
| RED SPIDER —More a semi-dwarf, but an unusual novelty with 5 slender petals of scarlet red. A single cactus type flower. | .75 |

FANCY LEAF GERANIUMS

| | |
|--|------|
| ALPHA —Semi dwarf, with shiny golden leaves, sharply lobed and slender zone of rust. Bright scarlet flowers. | .50 |
| CRYSTAL PALACE GEM —Two toned leaves of greenish yellow. Light red flower. | .50 |
| HAPPY THOUGHT —Leaves of bright green with light yellow center, separated by zone of olive green. Very colorful, tri-color. | .50 |
| JUBILEE —Bronze yellow leaf with broad band of rust brown. | .50 |
| MISS BURDETTE COUTTS —Listed as a silver tri-color, the leaves are a combination of red, green and cream. It is the rarest and the finest of this group. | 1.00 |
| MRS. COX —Leaf has yellow edge with a wide zone of brown edged red and bronze. The best of the golden tri-color group and probably the best of all the fancy leaf geraniums. | 1.00 |
| MRS. PARKER —Green leaf with white edge. Has double pink flower. | .50 |
| MRS. POLLACK (double) —Green center, irregular bands of bronze, red, yellow. Very colorful. Has a double salmon flower. | .75 |
| SKIES OF ITALY —Sharply lobed leaves, large brown zone is splashed red, edged yellow. Single scarlet flower. | .50 |

OTHER GERANIUM NOVELTIES

| | |
|---|-----|
| APPLE BLOSSOM ROSEBUD —Very double rosebud type flowers. White flowers with pink edge. | .50 |
| BIRD'S EGG GERANIUMS —Double pink, Single pink, and Single white. | .50 |
| DOUBLE RED POINSETTIA —Best red cactus type. | .50 |
| MME MARGOT —An ivy geranium with variegated foliage. Pale lilac flowers. Trailing habit makes it ideal for hanging baskets. | .50 |
| NEW LIFE —Single scarlet flowers flecked and striped with white, no two flowers are alike. Slow grower, semi dwarf and very scarce. | .75 |
| NOEL —All white cactus type. Strong grower. Also called "white poinsettia." | .50 |
| SHIRLEY SUMMERS —Double rose with edge of each petal margined with white. Very free flowering. Highly regarded. | .75 |
| VARIEGATED PRINCE RUPERT —A scented geranium (lemon) with tiny green and white frilled and serrated leaves. | .50 |
| OTHER SCENTED GERANIUMS —We also grow Lime, Apple, Strawberry, Peppermint, Rose (variegated), and Nutmeg. | .50 |

PELARGONIUMS

1953 INTRODUCTIONS

2½" POTS

| | |
|--|------|
| WHITE CLOUD —(PAT. APPLIED FOR) (KERRIGAN) The first pure white Pelargonium. Clear glistening white with no markings or feathering. Large, slightly waved flowers in large clusters. Very free flowering, and very early. Grows compact and branches freely. Excellent as a pot plant as it blooms so profusely it resembles an Azalia. Should be most popular Pelargonium of all for some time. | 1.50 |
| CAVALIER —(KERRIGAN) Very large clusters of symetrical waved flowers of a deep lavender. A strong upright grower that will be valued highly for its large well formed umbels and its unusual clear coloring. | 1.00 |
| PINK SHELL —(KERRIGAN) Delicate shell pink with a very ruffled edge and a glistening sheen to the flowers, which combine to give it a very crisp fresh appearance. A compact bushy plant that should be ideal for pot culture, very free flowering. | 1.00 |

RECENT INTRODUCTIONS and Other Outstanding Varieties

Our policy is to list here the newer novelties in most demand and those less likely to be available elsewhere. We do, however, carry many of the older and better known varieties at our nurseries.

| | |
|--|-----|
| ALASKA —Large umbels of clear white small purple spot in center of top petals. Stronger grower and more disease resistant than April | .75 |
| ALICE EASTWOOD —Large umbels of soft rosy pink | .50 |
| APPLE BLOSSOM —Ruffled apple blossom pink. Very free blooming. | .50 |
| APRIL —Large umbels of clear white with small purple spot in top petals. | .50 |
| BLOSSOM TIME —(1952) (KERRIGAN) Pastel pink with rose-maroon blotch in upper petals, white throat. Large cluster and robust growth. | .75 |
| CHEERFUL —(KERRIGAN) Deep rose pink, heavily veined deeper rose. A compact plant that is very free flowering. | .75 |
| CHICKADEE —(1950) Newest and best of the small flowered "pansy type" | .50 |
| CONSPICUOUS —Deep wine red overlaid black. Striking novelty | .75 |
| COVER GIRL —Beautifully ruffled flower of soft pink with white throat | .50 |
| DEMURE —(KERRIGAN) Pale blush with a small russet blotch in the upper petals. A strong upright grower, that blooms very early. | .75 |
| DISCOVERY —Unusually large umbels of deep orchid pink flowers. Very free flowering. | .50 |
| FAIRY QUEEN —Unusual flowers fully ruffled, which open a delicate lilac and change to an orchid pink as the blooms age. Slow growing, free flowering. | .75 |
| GLOWING EMBER (1951) (KERRIGAN) Rich glowing orange with violet cast in center of flower. Blooms heavily and holds color well in full sun. | .75 |
| GRAND SLAM —(1950) Rich red with large clusters, free flowering. | .75 |
| HARRIETTE —Outstanding deep red. Low compact grower. Free flowering | .50 |
| HEARTBEAT —Fully ruffled rosy red with petals edged white | .50 |
| JOSEPHINE —Clear rose pink. Early and continuous bloomer. Very nice | .75 |
| JUNGLE NIGHT —Best of the so called "black varieties." Black buds open to deepest maroon overlaid black. | .50 |
| JUNGLE ROSE —(KERRIGAN) New dusky rose colored sport of Jungle Night with the same size and shape of flower and habit of growth. | .75 |
| LADY FAIR —(1951) Rich apricot salmon. Free flowering and very popular. | .75 |
| LILAC TIME —(KERRIGAN) Deep clear lilac much deeper than Stardust. | .75 |
| RHAPSODY —Striking combination of velvety crimson top petals with lower petals of salmon veined red. | .50 |
| ROBIN —(1952) Rich blood red seedling of Glowing Ember, same shape flower and habit of growth. Beautiful. | .75 |
| SPRING SONG —(KERRIGAN) Large Apple Blossom Pink with Maroon blotches on top petals, all petals veined raspberry red. Very bushy grower and perhaps the most free flowering of all Pelargoniums. | .50 |
| SUNTAN —(KERRIGAN) New orange overlaid bronze. | .75 |
| SUZANNE —(1950) Delicate pink veined raspberry with maroon blotch on each petal. Very compact, free flowering. | .75 |
| WALTZTIME —Ruffled Lilac veined deeper lilac, compact growing habit. | .50 |

Postpaid Prices on Pelargoniums and Geraniums—Add 10c per plant for Postage and 5c Packing charge—Total 15c per plant.

Packing charge 5c per plant on express collect shipments.

DELPHINIUMS

(PACIFIC STRAIN)

Delphinium plants are grown in full sunlight. They should be planted at least two feet apart and preferably in loose sandy soil. For best results the plants should be well fertilized and watered. Severe dryness will stunt and weaken the plant.

We have found that delphinium seed sown in flats containing a mixture of leaf mold and top soil in proportions of 2 to 1 produce good results. The seeds are just covered with the mixture, watered, and kept in darkness until germination starts. They are kept in semi-shade during germination until the third leaf is formed well. The plants are hardened in full sunlight for a week and are then transplanted to beds. The seedlings planted about 3 to 4 inches apart should be given semi-shade for a week. After 5 or 6 weeks of full sunlight they are ready for permanent planting.

DELPHINIUM COLORS

GALLAHAD, Pure White
 GUINEVERE, Pink Lavender, White Bee
 CAMELIARD, Clear Lavender,
 White Bee
 KING ARTHUR, Purple, White Bee
 BLACK KNIGHT, Darkest Violet,
 Black Bee
 SUMMER SKIES, Light Blue, White Bee
 BLUE BIRD, Medium Blue, White Bee
 BLUE JAY, Dark Blue, Black Bee

ASSORTED (All Colors)

| | | |
|---------------------|--------|---------|
| Price | doz. | 100 |
| Field Clumps | \$3.50 | \$26.00 |
| Seed: Packet \$1.00 | | |

POLYANTHUS PRIMROSE

Polyanthus Primroses are easy to raise as they will grow in practically all climates and in any good garden soil.

The seeds are sown in June and July for Spring blooms and the care of the primrose seedlings should follow that of the delphinium for the best results. Primroses need an abundance of moisture at all times and should be well watered during the growing and blooming seasons. It is beneficial to add a quick acting organic fertilizer as the plant starts to grow and again when it begins to bloom.

We have a large stock of improved hybrid plants in many and varied colors.

COLORS: White, Pink, Rose, Crimson
 Rose, Blue Violet, Violet, Yellow,
 Apricot, Dark Blue, Pastel, Bronze,
 Light Blue.



DELIVERY: We ship in Bud and Bloom
 February and March. Without Bloom
 April through September for following
 Spring bloom.



Prices: \$3.50 per doz. \$26.00 per 100

F. O B. Santa Cruz

RUSTIC REDWOOD HANGERS AND WALL BOXES

HANGING BASKET TYPE

| | |
|------------------------------------|----------------------|
| 5 inch Bottom 6½ inches high | each \$2.00—Postpaid |
| 6 inch Bottom 8 inches high | each \$2.25—Postpaid |
| 8 inch Bottom 9 inches high | each \$2.50—Postpaid |

WALL TYPE

| | |
|--------------------|----------------------|
| 8 x 9 inches | each \$2.50—Postpaid |
| 6 x 8 inches | each \$2.25—Postpaid |

Hand split Redwood, bound with two strands of heavy wire.

Very durable and will last for years.

(Wires are included with hanging type.)

LIQUID FISH EMULSION

HURRY-UP

WHAT IS HURRY-UP PLANT FUEL ?

A complete organic Fertilizer with no after odor

HURRY-UP Plant Fuel is your all-purpose organic liquid fish fertilizer—soluble in water—simple to apply. Leaves no after-odor.

Concentrated from natural juices of the California Sardine, HURRY-UP Plant Fuel is rich in nitrogen, phosphoric acid and other important minerals. HURRY-UP Plant Fuel is a natural and complete organic fertilizer emulsion—well balanced to encourage best growth and abundant blooms.

| Size | Price Each Postpaid |
|---------------|---------------------|
| Pints | \$1.10 |
| Quarts | 1.75 |
| Gallons | 5.75 |

FULL BLOOM

BRAND

QUALITY ORGANIC-FISH FERTILIZER

NEW . A tidy packed, ready to use plant food. No mixing, no bother, no fuss.
... So convenient! In a sealed, odorless container. Can be placed in shopping bag with other purchases.

... ALL PURPOSE organic fertilizer for indoor and outdoor plants and for use in the vegetable garden. Safe to use around children and pets.

... A Fish fertilizer with potash, phosphoric acid and a soil conditioner added. Goes farther, lasts longer.

| | |
|--|-----------------|
| 3—10½ oz. Cans | \$1.50 Postpaid |
| 1—10½ oz. Can (With Bulb Orders) | .50 Each |

